LISTING OF CLAIMS

1.   (currently amended) A system for providing content <u>for distribution over channels</u> to a plurality of different types of <u>terminals</u> ~~channels~~, said system comprising:

a content object including the content to be provided over the ~~plurality of different~~ channels;

a plurality of rule objects ~~operable~~ to apply rules to said content object to prepare the content in a first way <u>both</u> for communication over <u>an Internet channel to an Internet terminal and for</u> ~~a first one of the different channels and~~ publication by <u>the Internet</u> ~~a certain~~ terminal connected to <u>the Internet</u> ~~that first~~ channel and prepare the content in a second way <u>both</u> for communication over a <u>non-Internet channel to a non-Internet terminal and for</u> ~~second one of the different channels and~~ publication by <u>the non-Internet</u> ~~a certain~~ terminal connected to <u>the non-Internet</u> ~~that second~~ channel;

at least one container object ~~operable~~ to receive said content object and template the prepared content to meet a certain publishing environment specified by a publisher of the content; and

a communication system for communicating the prepared and templated content objects over the ~~first and second~~ channels to the ~~certain~~ publishing terminals connected thereto.

2.   (currently amended) The system according to claim 1, wherein the ~~plurality of different types of~~ <u>non-Internet</u> channels include at least one of a video channel <u>and</u> ~~{[,]}~~ a print channel ~~and a web channel~~.

3.   (canceled).

4.   (previously presented) The system according to claim 1, wherein said content object includes more than one of the following:

text, graphics, image, video and sound content.

5.   (original) The system according to claim 1, wherein each rule object includes at least one rule distinct from other rule objects.

6.   (original) The system according to claim 5, wherein the at least one distinct rule is based on a specific channel for which the associated rule object is associated.

7.   (original) The system according to claim 5, wherein the at least one distinct rule is based on a specific terminal for which the associated rule object is associated.

8.   (currently amended) The system according to claim 5, further comprising a channel object ~~operable~~ to receive said content object as prepared by said container object.

9.   (previously presented) The system according to claim 8, wherein said channel object defines a channel of distribution.

10.   (original) The system according to claim 8, wherein said channel object includes at least one of the following channels:

Internet, wireless, cellular, and satellite.

11.   (previously presented) The system according to claim 8, wherein the at least one rule defines a process for which said content object is subject to for distribution over a particular channel.

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12.   (original) The system according to claim 11, wherein the process includes reducing the amount of data to be distributed.

13.   (previously presented) The system according to claim 11, wherein the particular channel is predetermined by said content publisher.

14.   (original) The system according to claim 8, further comprising a directory lookup service for assigning said content object to at least one rule and at least one container object.

15.   (original) The system according to claim 9, further comprising an object broker.

16.   (previously presented) The system according to claim 8, wherein the container object applies a publication template to said content object for display.

17.   (currently amended) A method ~~for providing content to a distribution channel,~~ ~~said method~~ comprising:

receiving ~~the~~ content ~~to be~~ provided for ~~to the~~ distribution over at least one channel to a plurality of different types of terminals ~~, said distribution channel being determined by a content provider~~;

applying rules to the content ~~based on the distribution channel for the content~~ to prepare the content in a first way both for communication over an Internet channel to an Internet terminal and ~~a first distribution channel~~ for publication by the Internet ~~a certain~~ terminal connected to the Internet ~~that first~~ channel and prepare the content in a second way both for communication over a non-Internet channel to a non-Internet terminal and for ~~second~~

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~~distribution channel and~~ publication by <u>the non-Internet</u> ~~a certain~~ terminal connected to <u>the non-</u>
<u>Internet</u> ~~that second~~ channel; and

communicating the prepared content over both the ~~first and second distribution~~
channels <u>to the terminals connected thereto.</u>

18.   (previously presented) The method according to claim 17, further comprising
templating the prepared content in accordance with a publishing environment specified by the
content provider.

19.   (currently amended) The method according to claim 17, wherein the <u>non-Internet</u>
~~first distribution~~ channel is a newspaper print publication channel <u>and the non-Internet terminal</u>
<u>is a newspaper printer</u> ~~and the second distribution channel comprises one of the following:~~
~~email, broadcast, ethernet, wireless ethernet, cellular, video and the Internet.~~

Claims 20. - 21. (canceled)

22.   (previously presented) The method according to claim 17, wherein the content
includes more than one of the following:

text, graphics, image, video, and audio.

Claims 23. - 37. (canceled)

38.   (new) A system for content publication, the content to be published being
represented by a publisher specified content object, comprising:

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a rule object operable on the content object to modify the content object based on a channel and/or terminal used in publishing the content, the rule object including a content publisher selected one of a plurality of distribution channel rules each specifying modifications to content objects so as to facilitate publication of the content over one of a plurality of different distribution channels and further including a content publisher selected one of a plurality of terminal rules each specifying modifications to content objects so as to facilitate publication of the content by one of a plurality of different terminals; and

a container object operable to template the content object as modified by the rule object to meet a certain publishing environment specified by the content publisher;

wherein the distribution channel rules include a first distribution channel rule content publisher selectable for Internet-based distribution of the content and a second distribution channel rule content publisher selectable for non-Internet-based distribution content; and

wherein the terminal rules include a first terminal rule content publisher selectable for Internet-based terminal publication of the content and a second terminal rule content publisher selectable for non-Internet-based terminal publication of the content.

39.   (new) The system of claim 38 wherein the non-Internet-based terminal publication of the second terminal rule comprises a printing terminal publication of the content.

40.   (new) The system of claim 38 wherein the non-Internet-based terminal publication of the second terminal rule comprises a video display terminal publication of the content.